

January 2006

## Green Business Update Alameda County

Visit our website [www.greenbiz.ca.gov](http://www.greenbiz.ca.gov)  
email [pamela.evans@acgov.org](mailto:pamela.evans@acgov.org)



Green Businesses Certified  
Green Tips & News  
Recognition Events  
Public Promotions  
Outreach & Assistance

Join us for our next **Green Business**  
**Recognition Event** March 16 at  
**Clif Bar Inc. in Berkeley.**

### Green Business Certifications

**Sixteen** new businesses have joined over 600 Bay Area companies & organizations, becoming 'green' since October 1:

Alameda County Supervisor Nate Miley's Castro Valley Office  
Alternative Mortgage Sources  
BASELINE Environmental  
Bay Street Emeryville (Admin Office & Common Areas)  
Berkeley Chamber of Commerce  
Berkeley Solar Electric Systems  
Circle of Life  
City of Livermore Fleet Services  
The Deringer Group  
Design Action Collective  
Dave Karoly (in new Oakland location)  
Environ Corp. (Emeryville Office)  
ETHOTEC  
Hudson Bay Cafe  
The Mechanics Bank (Downtown Berkeley Branch)  
Pharmaca Integrative Pharmacy (Upper Solano Avenue)  
REI (Berkeley store)  
Vital Vittles Premium Natural Foods

**One operation was recertified:** City of Pleasanton Operations Service Center. Thanks for staying 'green'!

### Promoting Green Businesses

- **Media Coverage** - *Tri-city Voice, Oakland Magazine, Common Ground, San Francisco Business Times, Emeryville Chamber Newsletter, City of Fremont Newsletter, ANG Newspapers, and San Francisco Chronicle* covered Green Businesses.
- **Ads:** *Alameda Magazine* ran an ad listing Alameda's Green Businesses.
- **Green Festival:** Thanks to our partners and Green Businesses **Teleosis Institute** and **Goza Gear**, who helped staff our great corner booth. Over 30,000 people attended and 15 Alameda County businesses signed up for more information.

### Business Outreach and Assistance

Need a **speaker for your business association** on environmental compliance, EMS, sustainability, waste reduction or conservation? **Give us a call!**

**For example**, in November we lined up speakers for an automotive trade organization on reducing toxics in their work settings, for a home-based business association, and more.

### Green Business Recognition Event!

We'll recognize our newest **Green Businesses** with the **Sustainable Business Alliance** on Wednesday, March 16<sup>th</sup> at Clif Bar Inc. in Berkeley. Our speaker will be Kevin Cleary, Clif Bar's Executive Vice President. **Green Business alumnae** & prospects are welcome, too! To RSVP, email us or monitor [www.sustainablebiz.org](http://www.sustainablebiz.org) for event listings and details.

In November we recognized 21 new **Green Businesses** with partners including **Sustainable Business Alliance, Stopwaste, EBMUD, and EDAB**. Over 100 people attended this event. Our speaker was Gil Friend, President & CEO of Natural Logic, Inc. a Berkeley Green Business.

### Green Tips & News

*Join in a 'green' business networking opportunity near you:*

**Sustainable Business Alliance** networking lunches, first Friday of each month: January 4<sup>th</sup>, Oakland. February 3, Berkeley. Visit [www.sustainablebiz.org](http://www.sustainablebiz.org) to register.

**Tri-Valley Sustainable Business Alliance** networking lunches, 4<sup>th</sup> Thursday of each month in Pleasanton: Next is January 26. Email [steve@gozagear.com](mailto:steve@gozagear.com) for more info.

For info on the East Bay's monthly **Sustainability Happy Hour**: <http://groups.yahoo.com/group/SustainabilityHappyHourEastBay/>

**EBMUD** has upgraded its toilet rebate program and has new lists of eligible 'porcelain fixtures' & more for 2006. Visit [http://www.ebmud.com/conserving\\_&\\_recycling/non\\_residential/](http://www.ebmud.com/conserving_&_recycling/non_residential/)

### ENERGY STAR Offers Businesses Free Online Training Sessions

Click the above link for free online training sessions now available from the U.S. EPA's ENERGY STAR program. Get tips and advice to help trim utility bills. Learn how to improve energy efficiency of computers (with free power management software for download), how to buy efficient, equipment and how to finance upgrades.

### Bay Area GBP News

The Bay Area GBP is developing a regional marketing and program 'branding' strategy. Assisting us with this effort is **Digital Hive**, a San Francisco-based certified Green Business.

### Green Business Partnerships

Emeryville Chamber of Commerce has steered a number of businesses our way and are become certified themselves.

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